



ROTO *date*

ROTO SMEETS FOUR MONTHLY NEWSLETTER

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on-line

Have you got everything under control?

You want progress. You want more.

Does workflow automation work?

Tips and things to know!



Have you got everything under control?

A lot of hard work is done before a folder, a brochure, a paper or a magazine drops in a reader's letterbox. It is not always easy to streamline and organise these production processes. For this reason, Roto Smeets has developed the WorkWizz, a system that simplifies the whole process. Six questions for Paul Bartsch, senior prepress and ICT technology consultant at Logic Use, a part of Roto Smeets.

It is not us
but the
customers
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who decide
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What is WorkWizz?

P.B.: "WorkWizz is a workflow management system that can be accessed via a standard Internet browser. It can be used to monitor all of the activities involved in the process of perfecting our graphic production. WorkWizz keeps its finger on the pulse during the publication process."

How does it work?

P.B.: "The system uses 'rules & conditions', which basically means that every user can define his own rights. It is not us but the customers themselves who decide the final workflow for their printing projects."

What do you do with WorkWizz?

P.B.: "You can store every conceivable type of file in the database. It doesn't matter whether they are Word files, image files or complete page mock ups. We look at the customer's needs and design a virtual workflow, so that the customer can see what stage his page or magazine has reached in the production process. If there are several parties working on a project (photographers, writers, advertising agencies, etc.) they always have an online view of the current status of their work. They do this via a web browser. Everyone with access can follow

the production process 24 hours a day, seven days a week, from anywhere in the world."

What are the benefits for the customer?

P.B.: "The customer doesn't have to install any dedicated software. The system is accessed using a simple login and password. You don't have to worry about backing up files. We do all of that.

You save a great deal of time and money due to shorter through times and the ability to avoid doing things twice, because you can still make last-minute changes."

What is the system used for most?

P.B.: "Many of our customers use Workwizz to supply their print-ready files digitally. They are given a password to access the system, where they can see which files they have already delivered. They can also down-

load their digital proofs in exactly the same way."

But aren't there other software packages that do this?

P.B.: "Well, yes you can do it with PDF workflow, but what makes our solution so unique is that it is completely web-oriented. If that's too technical for you, imagine that there is no need to install software all over the place on different workstations. This means no fiddling around with computers of all kinds, and, on top of that, no cost. We can justifiably describe WorkWizz as a total solution from which our customers derive a great deal of benefit and pleasure."

*Would you like to know more?
For questions,
information or advice,
please contact
Paul Bartsch at
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You want progress. You want more.

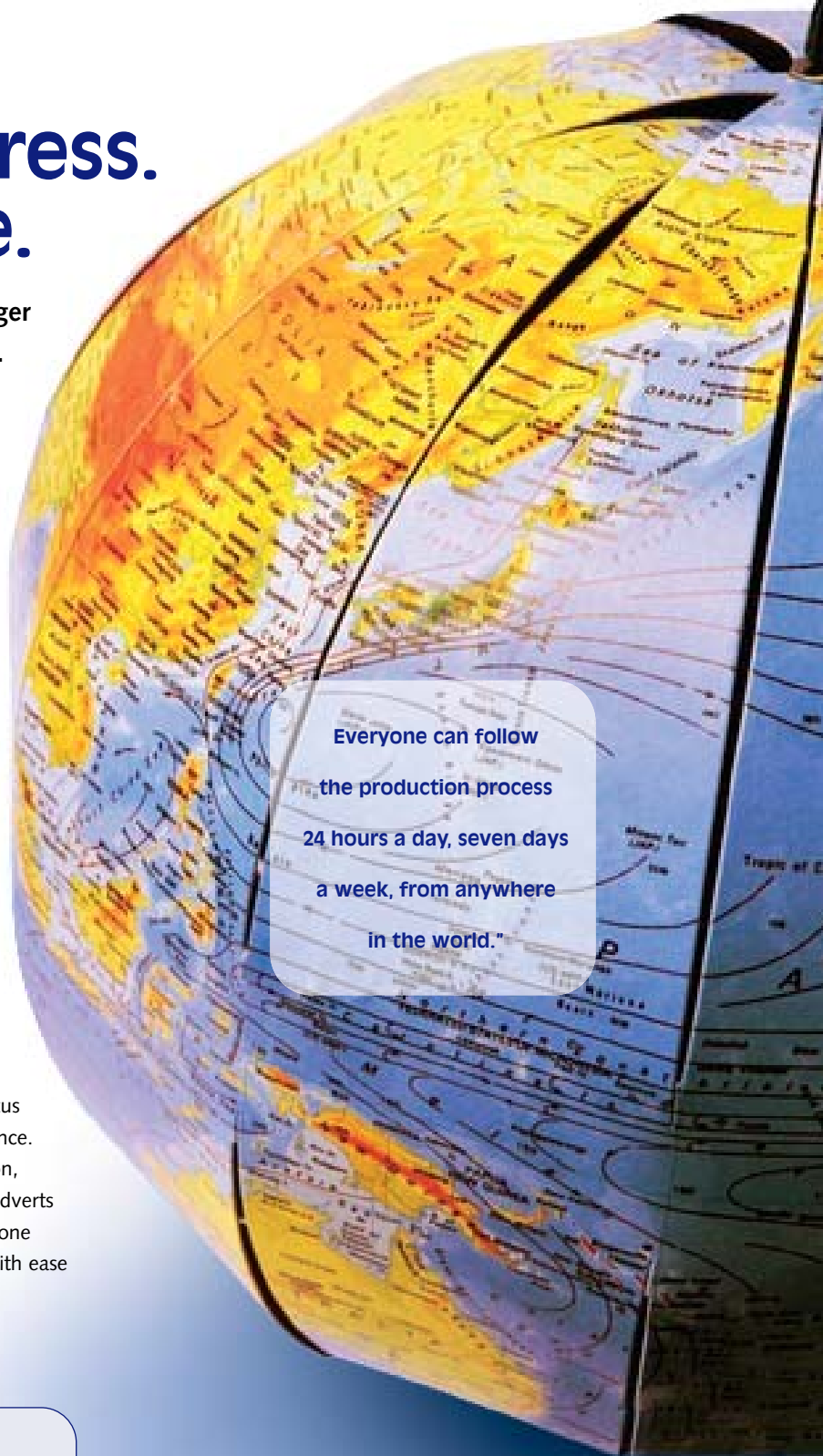
And that's why we've added **Publication Manager** and **AdSell** to our successful **WorkWizz** system.

Publication Manager, or PuMa in short, is the digital platform for a magazine. And so what does that mean? The publisher or editor-in-chief decides how many pages an edition will have. He decides where the editorials will appear, and the where the ads will appear. This plan can extend to just one issue, or an annual series. The editors then plan out the articles on the editorial pages.

WorkWizz automatically creates a virtual working environment in which the author can place the text, the photographer can place the image, and the designers can create the layout. Project workers see only the sections they have access to. For example, a freelancer has access to his own text, whereas the editor-in-chief has access to everything. The project members communicate by email or text messaging. PuMa keeps an eye on the deadlines and gives

a signal if it thinks they are under threat. The working environment can be set to English, German, French, Swedish or Dutch.

AdSell operates in a similar manner, only in respect of the adverts. Here too, the complex interplay of booking, planning, selling advertising space, and agencies must lead to a perfect product. For example, a publisher can see which agencies have reserved which pages for which customer. The order status can be assessed at a glance. Management information, such as the number of adverts by a given advertiser in one year, can be called up with ease and simplicity.



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Checklist

- 1 Do you produce print publications? Ja / Nee
- 2 Do you communicate with other parties during the production process, such as photographers, designers, advertisers, lithographers, printers, etc? Ja / Nee
- 3 Would you like a better overview? Ja / Nee
- 4 Would you like a better overview of communications between the different parties? Ja / Nee
- 5 Do you lose time looking for image and text material you want to use again? Ja / Nee
- 6 Do you want to know exactly what stage production has reached? Ja / Nee

If you have answered Yes to any of these questions it may make sense to improve the efficiency of your publication process with WorkWizz.

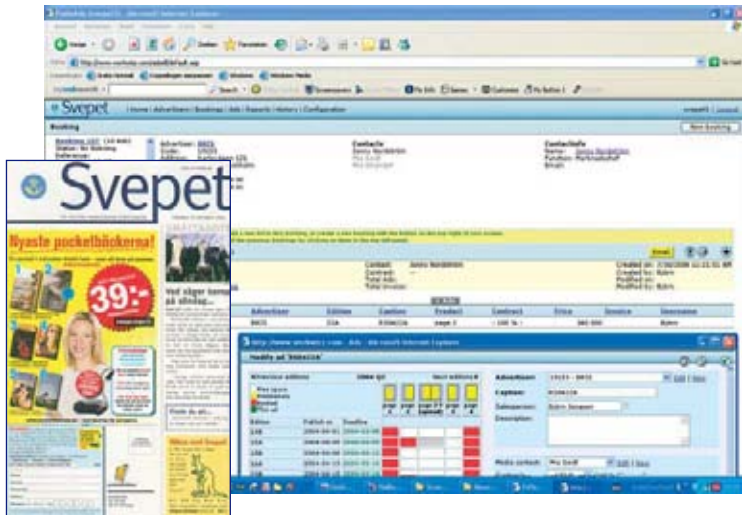
Safety First

WorkWizz is protected against intruders on all sides. Technically, through state-of-the-art firewall techniques, and beyond that, through strict personal passwords and login procedures. Users can only access files for which they are authorised. In other words, only authorised users can update files or approve production stages. All systems are mirrored and have a double backup.

Does workflow automation work?

The proof of the pudding is in the eating. Does workflow automation work? Yes it does. And not just for publishers - retail customers are reaping the rewards of advanced automation every day of the week.

A few examples from the business world.



Filling advertising space without a hitch

Posten, the Swedish Postal service, distributes free, non-addressed advertising brochures to about 4 million households twice a week. The is contained in "Svepet", a 4-page publication containing adverts alongside editorial articles.

Challenge

4 to 5 advertisements can be taken on in a week. Sometimes the bookings are made well in advance. Remembering reserved and sold advertising space in Svepet, and the price, the agency, the date, etc., is a complicated and time-consuming task.

Solution

The AdSell advertisement booking system shows the exact status of all adverts of Svepet in the year. Has a position been reserved? Has the space been sold and paid for? Has the material arrived? The program can send messages automatically, verifying whether the material has arrived or is correct.

Result

An easy to follow plan, in which the sales department is not giving away any unnecessary reductions because a space appears not to be filled. Streamlined production, because staff can always tell whether the advertising material has arrived and whether production can start.

" We ordered a booking system for our external and internal ad sales within the Svepet project. It has been up and running since July 2004 and we are very satisfied with how easy and user-friendly the system is. Roto Smeets Sweden customised the module for us and after just 4 hours of training we were up and running. The support both from Logic use and the local support from Roto Smeets Sweden was fantastic."

*Product manager
Manne Didehvar*

Cora, a sample of online delivery and digital proofs

Cora is a retailer that sells a wide range of goods at several establishments in Belgium. Cora distributes a folder several times a month, but the content can vary from establishment to establishment. The folder contains about 40 pages on average and 5 to 8 versions are made.

Challenge

Would it be possible to simplify the proofing process for these editions, which contain about 200 pages on average, without compromising on quality and accuracy?

Solutio

WorkWizz gives access to every individual page of every edition. The screen clearly shows whether the correct articles have been included in the correct manner. Both the bureau and the customer can see the status of the page at a single glance.

Result

The workflow is easy to follow because there is a clear overview of the situation.

The customer can make any changes he feels are necessary immediately. The risk of errors falls to almost zero. But, most importantly, with every production run (every three weeks on average) the customer gains an extra day with this method.



"The greatest advantage for us is the flexibility of the system in relation to checking proofs quickly and indicating corrections. Because it operates so fast, we feel comfortable checking corrections right up to the last minute. In the past, when we used to send hard copies around by courier, this just wasn't possible."

*Olivier Lombart, Cora Account Manager
at Studio Bernard Henreaux*

Smooth production thanks to PuMa



In 1966 KLM launched the magazine entitled Holland Herald, now the oldest in-flight magazine in the world. The editorial rests on varied and entertaining themes appropriate to the cultural diversity of the Holland Herald reader, surprising facts with impressive pictures and original articles. The magazine also contains a television guide, KLM service information and the "shopping on board" catalogue. The magazine is produced by Media Partners in collaboration with a wide variety of professionals from the international arena.

Challenge

Create an editorial area for an extremely dynamic and creative editorial team. There must be room for international consultation, for text, images, illustrations, design and last-minute changes. On top of that, there must be some way of viewing the production status. After all, deadlines get the adrenaline going, but they have to be respected.

Solution

Media Partners in the Netherlands commissioned Logic Use to design a completely digital workflow. The requirements fitted in seamlessly with WorkWizz and PuMa. Editors, photographers and the rest don't have change the way they do things, but can follow the progress of their work via a standard web browser.

"Holland Herald is a complex production due to the fact that so many external parties and content suppliers are involved, all of whom also have their own deadlines," says Anders Nielsen, PuMa implementation coordinator at Media Partners. "Straight away after seeing PuMa for the first time, the Holland Herald team asked whether we could do a test run using the current issue - instead of waiting for the next edition, as had been planned. This already says a lot about the user-friendliness of the new system."

Result

The editor-in-chief and his international creative team have the tightest possible grip on the publication. They can hold talks in their native language and monitor production progress from any location in the world.

data · paper · inspiration

New Year's Resolutions. December is not only a great time to look forward to the coming year, it is also the perfect opportunity to have a quick look back over the past 12 months. What were the points of success and what things still have room for improvement next year? Does the question sound familiar? More than likely. In 2005, many of us will make a resolution to... (fill in as appropriate). Good intentions all round in other words. Here at Roto Smeets, we regularly come up with good intentions, and fortunately, most of them yield positive results. Providing our clients with an even better service, investing in new printing presses, increasing efficiency... worthwhile goals are never in short supply. And we are sure you feel the same way. So remember that Roto Smeets is always delighted to hear from you, particularly with regard to any (New Year's) wishes in the field of printing. Whether for advice or information on pre-publishing, workflow management, pre-media, finishing or distribution, please do not hesitate to contact us. We will be happy to help make your New Year's Resolutions for 2005 come true!



René van Werkhoven (Managing Director Roto Smeets)

Tip

extra shine!

Imagine this - you want to inform your customers about a new product or an exciting promotion in your magazine or folder. Why not give the cover a shine? The offset rotation presses at Roto Smeets can apply an eco-finish in one run, at a reduced price and under a short through time. The result provides a good alternative to UV lacquer.

New press

A second 3680 mm gravure press for the Roto Smeets printing office in Deventer, the Netherlands, has been purchased. The first products will roll off this machine in 2006. The state-of-the art press prints 168-page sections (about 144 pages in A4 format) in one go. Time to start counting your productivity gains.

The right colour

When it comes to colour, Roto Smeets support the ICC profiles of ECI - the European Color Initiative - in offset for lwc paper and in gravure. These profiles are downloadable from <http://www.rotosmeets.com>. For more information you can surf to www.eci.org. Your Roto Smeets sales office can also tell you everything you need to know about colour profiles.



Environmental awareness

Careful production yields the best results in the long term. And so Roto Smeets operates a stringent and effective quality and environment policy. All activities follow carefully described control procedures in place at each company and for each activity. Every procedure meets the requirements laid down in the ISO 9001:2000 quality standard and the ISO 14001 environment standard. Not only that, but Roto Smeets is one of the few graphic firms in the world to produce an environment report.

Binding Perfection

The Roto Smeets subsidiary De Wit Binders in Eindhoven is investing in a second Muller Martini Corona perfect binding line. Equipped with a 22 station gatherer and various refinements including loose insert facilities, the new binder will represent a substantial increase in De Wit's capacity for magazine and catalogue binding when it comes on stream in April 2005.

Paper - price versus format

The downturn in paper prices we have seen in recent years is coming to an end. The anticipated rise will vary per paper type but will be substantial, if the paper manufacturers get their way at any rate. Smaller formats could be the answer to the rising cost of paper.

Roto Smeets offset print shops are equipped with machines capable of departing from the classic A4 format. This will enable you to offset the extra cost due to the rising paper prices by trimming a little off the height and/or width of your A4 format. The "economy A4" format is 285 mm high instead of 297 mm, representing a saving of 4%.

Something worth considering with us!

At your disposal

In need of large or small issues of high quality printed material, of a complex composition and/or high topicality? We are at your disposal from the very outset. We will work through the development stage with you, or assist in your development of complete concepts. We can give you a clear and precise picture of the technical possibilities of the project you have in mind. Please do not hesitate to get in touch with us!

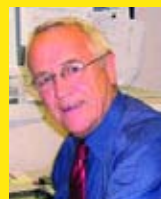
COLUMN

Forthcoming changes in Royal Mail's postage rates for bulk customers are expected to introduce a new size-based tariff for mail order catalogues, brochures and magazines, replacing the existing weight-based tariff. This is likely to lead to design changes in many printed products, as publishers and mail order companies seek to minimise their mailing costs.

One obvious way of achieving this aim is a reduction in page size, accompanied in many cases by an increase in the number of pages so that the total page area is maintained. At Roto Smeets, we are already noticing an increased demand for gravure-printed products, as clients look for more bespoke page sizes and a wider flexibility of pagination. The growing number of magazines and catalogues published in the "handbag format" first seen with Conde Nast's Glamour Magazine is a perfect illustration of this trend.

Gravure offers multiple advantages in this area: the ability to tailor both page height and page width to any desired design without paper waste, together with the ability to produce, in one pass, folded sections ranging from 8 to 64 pages in increments of 4 pages, and onwards to 96 pages or more in increments of 8 pages. Last but not least, most of these page sizes and paginations can be offered as self-cover, press-finished products, by-passing the need for costly off-line binding.

Our production specialists at Roto Smeets are able to advise clients on the most cost-effective way of maximising page area whilst minimising mailing costs. With gravure presses range in reel width from 1.52m up to 3.68m, we offer optimum solutions for each page size and pagination. We're looking forward to a busy year in 2005 - the gravure process is alive and well!



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